

2103929_HamzaQasim_Change makers

by Hamza Qasim

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Changemakers: Building your Personal Brand for Sustainable Employment

Assignment 2: Promotional Portfolio

ACCA5035 // R Morgan - A Head

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The Brand

My company is used mainly to provide customers and 3D printer enthusiasts with on demand 3D printed files based on what is available on the website or their own custom STL/OBJ files. The logo itself is trying to promote 3D printing as a whole. It will be featured on the leaderboard which will be within the header of the website (mobile leaderboard for the header of the mobile version of the site) and the logo without the text will be used as the site icon.

The Logo

Iteration #1:

The Font - Hillstown Sans for the heading and RNS Miles for the tagline. Hillstown was selected because it was clean, tall and the individual letters were quite close to each other. RNS Miles was selected for the tagline as it gave some depth and spacing between the letters, if it was too condensed, it wouldn't have looked as good.



The Colour - The background colour is a deep blue #226B80, used because it's easy on the eyes. The text itself is white as it is the easiest to read on the background. The accent colour is #C5F0A4 - it is a tetradic colour to that of the background, it was fine tuned to what it is using colour tints (adding white to the colour) and shades (adding grey).

The Composition - The icon was selected as a pencil represents creativity and the ruler represents precision. The name XYZ comes from that of the X, Y and Z axis when 3D modelling. The icon logo itself represents the X in XYZ Creations. I, however, thought that as a creative studio it didn't quite show that this was specifically for 3D printing.

Iteration #2:

The Font - Aerospace for the heading and Heebo for the tagline. Aerospace was selected because it is big, bold and quite in your face. Heebo was selected for the tagline as it shows a stark difference between the heading. This is needed as it is very clear and tells whoever is looking at the logo exactly what the brand is about.



The Colour - The background colour is a bright red #E52937, used because it grabs attention.

The text itself is white as it is the easiest to read on the red background.

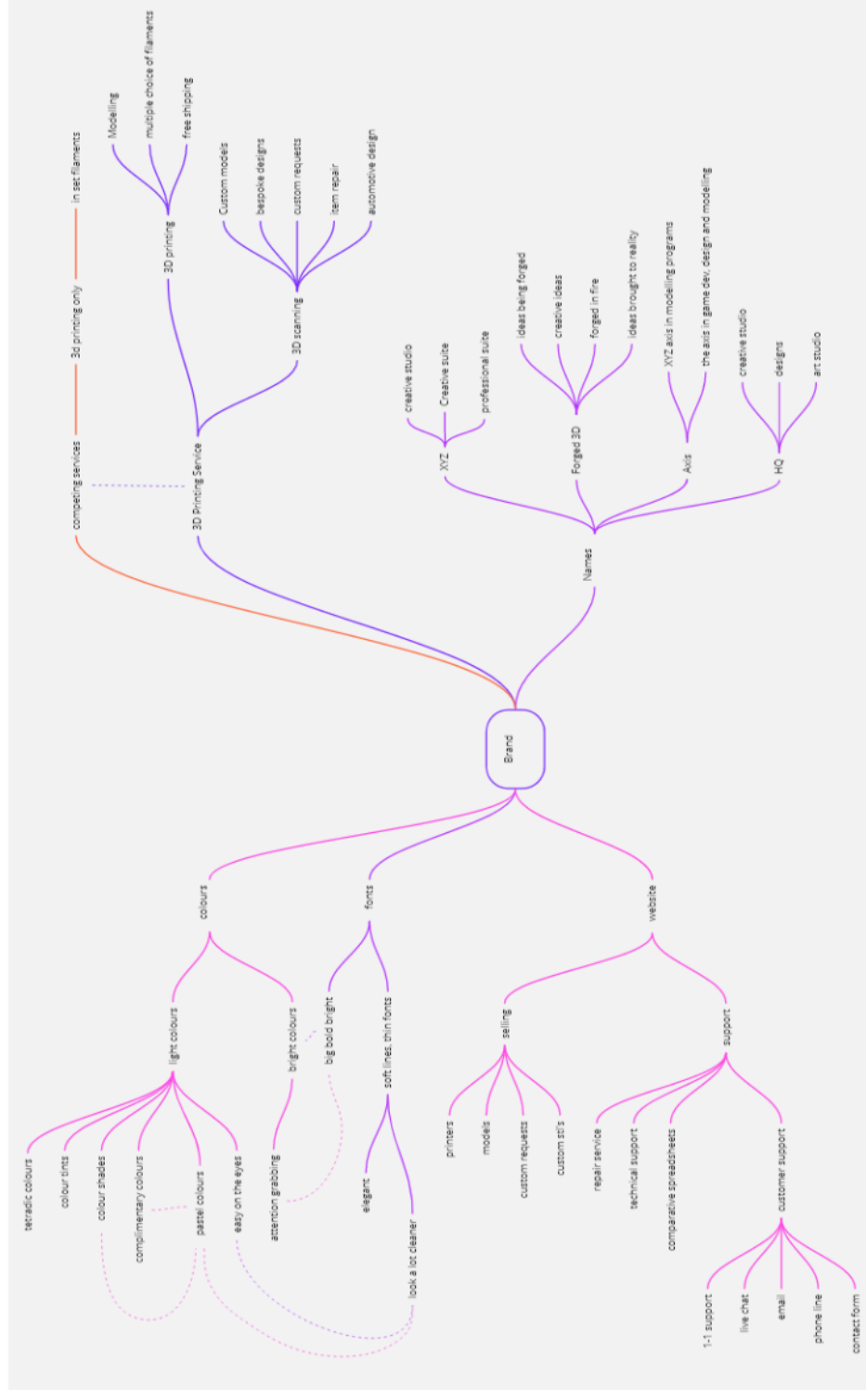
(The accent colour used on the website as a background is #F6B5BA - it is a tetradic colour to that of the background on the logo, it was fine tuned to what it is using colour tints (adding white to the colour)).



The Composition - The icon was selected because the cube is a basic polygon that is used so much in 3D modelling. The spaces in the cube represent it being in a 3D space. The name Forged 3D comes from those ideas being forged into creations with 3D printing. The square in the logo combines with that of the font to show that ideas are being forged from one of the most basic shapes in 3D modelling and printing as a whole.

Mind map

This section contains a mind map of the brand's purpose.



Banner Ads

This section contains a series of five small banner advertisements designed to compliment my logo and promote my venture. From left to right these include the Large Skyscraper, Large Rectangle, Medium Rectangle, Mobile Leaderboard and Leaderboard.

GIVEAWAY

Fullscale XT Plus



ENTER HERE

50% OFF
50% OFF
50% OFF

flash sale

USE CODE: SOAC50 AND
GET FREE SHIPPING

SHOP NOW >

SOLD OUT

Try a new search

FORGED 3D
3D PRINTING AND DESIGN SERVICE

FORGED 3D
3D PRINTING AND DESIGN SERVICE

Motion Graphic Sequence

I created several motion graphic sequences for the brand. After showing them to my peers for review, it boiled down to two sequences. [This](#) is the one majority of people voted for as they see the lasers in the sequence as more of something 3D printing related. I however, will be using [this](#) as I see the brand “Forged 3D” being more represented by the fire and flames, you can only forge things in fire and the fire is a big part of the brand itself. This iteration of the motion graphic sequence is also not as long and grabs attention a lot quicker than the initial design. I hope this conclusion is what the consumers see as well when looking at the motion graphic sequence.

Links are below in case hyperlinks do not work:

Link 1: <https://www.youtube.com/watch?v=2i-qqGISQmQ>

Link 2: <https://www.youtube.com/watch?v=W2ovhMxovtE>

Bibliography

Fonts

Logo Iteration #1

Hillstown Sans [\[LINK\]](#) , RNS Miles [\[LINK\]](#)

Logo Iteration #2 as well as Leaderboard and Mobile Leaderboard

Aerospace [\[LINK\]](#) , Heebo [\[LINK\]](#)

Large Skyscraper

Montserrat [\[LINK\]](#) , Avenir Next [\[LINK\]](#)

Large Rectangle

Avenir Next [\[LINK\]](#) , Delight Place [\[LINK\]](#)

Medium Rectangle

Bree Serif [\[LINK\]](#)

Mind Mapping Tool

Miro Mind Mapping [\[LINK\]](#)

Assets / Images

Large Skyscraper

Mankati 3D Printer Transparent PNG [\[LINK\]](#)

Medium Rectangle

3D Printer Filament Transparent PNG [\[LINK\]](#)

Background Music for the Motion Graphic Sequence

Link #1: Michael Ramir C. - What's Up Today? [\[LINK\]](#)

Link #2: Alejandro Magaña (A. M.) - Slow Drive [\[LINK1\]](#) [\[LINK2\]](#)

FINAL GRADE

71 / 100

GENERAL COMMENTS

Instructor

1. Engagement With Literature Skills (62%)

Evidence of research has been presented in the submitted work showing sources for elements of the designs, from typefaces to audio. This is good as it shows that you have been looking at other sources of work for inspiration. To allow more marks to be awarded, some visual research on similar brands / logos / companies would be good to see, as well as using the IEEE format for your Bibliography – as this is always good practice for final year coursework.

2. Knowledge & Understanding Skills (69%)

A very good understanding of the Mind Map's purpose has been evidenced in the work submitted, covering a range of related topics to promoting a brand. A good breakdown of subjects is demonstrated, particularly on the design aspects for your logo.

To enhance this work and allow more marks to be awarded, inclusion of some comparable brands (images or URLs) may be a consideration – these can also then be featured in the bibliography, strengthening your knowledge and your research at the same time.

3.Cognitive & Intellectual Skills (71%)

A very good amount of critical appraisal and analysis of the work has taken place – iterations of designs have been presented and the design process has also been described with supporting written work. This is good as it shows your ability to analyse your work and explore creative alternatives, which often helps to refine your design work and make the end results more polished and professional.

4.Practical Application Skills (77%)

The logo is very strong, with thematic elements matching the brand's name. The colours work well and the logo imagery itself is visually pleasing and relevant. A tagline compliments the overall setup, allowing a description but also adding some balance to the logo design.

The banner ads are related and largely consistent, though I feel the red background could be used here to more effect (it would also help the white version of the logo appear more visible). It is a nice idea to run some promo events through the adverts though – as these are more likely to be what the screen space is used for.

Iterations of the motion graphic are very good to see. I can see the relevance of the two themes, but I feel the 'fire' design makes more of an impact. Both are of very high quality and look convincing as strong brand identities for an actual company – good work.

5. Transferrable Skills for Life and Professional Practice (70%)

The portfolio of work has been submitted successfully and contains all aspects required of the assessment required, with working and accessible links for information sources and video footage.

The Banner ads have been produced to the specification required, which shows an ability to follow a client's specifications – very important in this line of work. To improve this it may be an idea to label each one of the banners, just to make it very clear which is which.

A well presented portfolio overall with a title page, creative content and context provided for the design work's purpose – good work.

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